



MASFAP Monitor

April 2018 Volume 2018, Issue 2

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Hallahan's Horizons

**Kerry Hallahan, MASFAP President,
Director of Financial Aid
Logan University**



Greetings MASFAP Family,

Happy spring finally....I think! Despite the prolonged frigid temperatures and extended winter like weather, life still goes on and we finally have a full day of sun. I am sure many financial aid offices have busily been preparing for their incoming classes. I can assure you that the MASFAP Executive Board has been working hard too!

In the presidential role for the association, I have the privilege to be involved in every committee. I am blessed to work and collaborate with an incredibly dedicated group of professionals who lead with passion. You will read further in this newsletter about the many happenings, but I would also like to point out some of the progress of the 2018 MASFAP Board. Keep in mind, this is all done for the benefit of our mission and our membership.

First, the Professional Development Committee has successfully held two training events with almost 70 members in

attendance. They have several additional events planned for the remainder of this year. As a reminder, MASFAP offers these events as part of the institutional membership and members bare no additional cost for registration. The next two PD events on the calendar are Verification Training and our annual Town Hall.

The Legislative Committee accomplished Hill Day in Jefferson City. With almost 20 members present, MASFAP stormed the Hill with a one-pager in hand. In the February 2018 communication, we asked the membership to share their input on H.B. 2408 Bright Flight with the Legislative Co-Chairs. With your input in combination with Legislative Committee and the Executive Board input, the one-pager was created. The ends results of our collaboration was shared through the MASFAP Blog. Here's the [link to the one-pager](#).

Hallahan's Horizons, *Cont.*

Speaking of the blog, if you have not yet subscribed, be sure to do that at masfap.org/b/.

The Communications Committee does an amazing job with creating messages each month to keep the membership in the loop with our happenings. The purpose of the newsletters, the blogs, and the monthly communications is to enable the board to be transparent and to keep you informed. I hope you have enjoyed and learned from these communication pieces.

Many committees have been working behind the scenes too. The Association Governance Committee met to review the Constitution in detail and will be meeting again to do the same with the Policy and Procedures Manual. The Budget and Finance Committee met with the bankers to review our accounts and transfer roles. The Research Committee reached out to encourage institutions to keep their member listing accurate. And the Site Committee is always working behind the scenes to ensure the locations for events are scheduled and food is ordered appropriately for each event.

As part of my plan to reach out to members across the state, I have met with both OAKFAP and FANG so far this year. In my conversations with these groups I have highlighted ways for each member to get involved in our association. One of my favorite sayings is that 'it takes a village.' Each member has a role. As you can see from some of the highlights above and throughout this newsletter, some roles require more involvement, at times, but I can assure you that each time you partake in a MASFAP event, your engagement is invaluable. I thank each of you for being an integral part, whether big or small, of our association. MASFAP would not exist without your participation!

Conference Theme Announcement



*By Alexandra
Miller, Vice
President and
Program
Chair*

This year's MASFAP conference will be held November 5-7, 2018 at the lovely Lodge of Four Seasons Resort. We are excited to announce this year's conference theme is "MASFAP- Keeping it REAL: Reauthorization, Education, Action and Leadership"! Get ready to learn, relax, network with friends and rejuvenate your soul! Don't forget it is not too late to submit your session proposals on the website!



MASFAP Happenings and Tidbits

- Goldfarb School of Nursing has hired Stacy Bogier as their new Director of Enrollment Management who started as of February 5, 2018. Welcome Stacy!
- Sarah Woodward at Saint Louis University was promoted to Coordinator of Operations.
- Janice Barnes became a Great Aunt for the 2nd time (Janice's niece Janice) - Rex Alexander Ridolfi was born 1/21/2018. Rex's proud parents are Janice and Alex Ridolfi.
- UMSL would like to welcome Mulauna Hudson, Scott Socha, Corey Lovelace as Financial Aid Coordinators, and Yeswanth Yalddananpudi as a Business Analysts.
- UMSL had the opportunity to use funds from the Default Prevention Program from MDHE and hosted a few successful Debt & Default Prevention events where students were able to increase their financial literacy regarding higher education.
- Colleen Brown is officially the Director of Financial Aid at Columbia College.
- Columbia College's financial aid office is back in Missouri Hall on the college's main campus.
- Keri Gilbert, University of Missouri Columbia, was promoted to Senior Assistant Director of Financial Aid in March.



- April Mason, University of Missouri Columbia, was promoted to Senior Assistant Director of Financial Aid in March.
- Matthew Kearney is the new Director of Financial Aid at Southeast Missouri State University.
- Tyler Johnson will be leaving Missouri University of Science and Technology's office as of May 1 and was promoted to Assistant Director in the Admissions office – now we have someone on the inside (evil laugh :)). He will surely be missed in the financial aid office. We will be hiring for his position if you are interested in Financial Literacy, Outreach and Communications! Keep an eye on the listserv for more information.

- Metropolitan Community College's (MCC) personnel changes include: Jessica Garcia has joined MCC's district financial aid team as a Student Aid Fiscal Specialist. Anne Girdner will join MCC's student financials team as a Student Financial Business Analyst. Beginning July 1, 2018, Dena Norris will assume the role of Associate Vice Chancellor of Student Financial Services which will be responsible for overseeing financial aid, student finance/bursar and debt/collections.
- Sadly, the Avila Financial Aid Office said farewell to Robert Gloria at the end of February as he is moving on to bigger and new challenges. He will be missed greatly. But, on another note.....The Avila University Financial Aid Office and Business Office have combined to form the Avila University Student Financial Services Office. The announcement was recently made so let the games begin!!!

State Student Financial Aid Task Force



By Leroy Wade, Assistant Commissioner for Financial Assistance, MDHE

In an era of limited financial resources and growing demands for high performance and accountability, it is essential that Missouri's investment in student financial aid support achieving the state's postsecondary attainment and workforce readiness goals. In recognition of this, the Coordinating Board for Higher Education's Blueprint for Higher Education calls for a task force to make recommendations for creating a balanced, responsive and efficient state student financial aid system. At its March meeting, the Coordinating Board approved an initiative to implement this strategy by undertaking a comprehensive review of the student aid programs administered by the Missouri Department of Higher Education.

Starting this month, the first phase will be to develop a broad and comprehensive policy framework for the MDHE's student aid programs. A policy-level task force, which includes representation from a wide spectrum of higher education constituencies, is charged with this work. This component is intended to set a common course for the student aid programs both in how they serve the students of Missouri and as an integral component of how the state supports postsecondary education

The second phase will be to conduct a comprehensive review of existing programs, guided by the policy framework developed previously. A committee of student aid professionals, similar to an earlier State Student Financial Aid Committee, will undertake this work. The committee charge will be to recommend any changes to the department's student aid portfolio needed to bring it into alignment with agreed upon goals.

This will not be an easy undertaking. The student financial assistance programs administered by the MDHE serve more than 70,000 students and disburse more than \$110 million annually. Given that investment, it is essential that the department take the time and expend the energy to make Missouri's student aid programs as focused and effective as possible.

Save the Dates

2018 Conferences:

NASFAA

Austin, TX

June 24-27, 2018

MASFAA

Minneapolis, MN

October 14-17, 2018

MASFAP

Lake of the Ozarks, MO

November 5-7, 2018

Summer is around the corner, what are your summer plans?



The hubby and I just got back from a short trip to Mexico. It was nice to feel the warm sand between our toes and actually see the sun! I really hope we will be able to do something fun this summer, even if it is a 'staycation'.

Alex Miller, William Woods University

My summer plans include trips to The Kentucky Derby, San Antonio and Scottsdale, along with a few fun concerts here and there!

Laura Steinbeck, Sallie Mae

Welcoming new tigers for summer welcome and a cousins week at the lake ☺

Kayla Klein, University of Missouri-Columbia

MEXICO here I come! One of my life long best friends is getting married in Mexico June 1st. CAN. NOT. WAIT.
Crystal Bruntz, Avila University

I plan to soak up the sun – I can hardly wait! The RV and the motorcycle are calling my name!

Bridgette Betz, Missouri University of Science and Technology

No vacations for us this year, 2 new jobs mean limited time off ☺

Adrienne O'Keefe, Maryville University

This summer I plan on enjoying the warm weather and seeing the sun more often than the clouds!

Laurel Miller, Logan University

The kids and I will be taking a road trip to St. Louis. This will be the kids first trip to St. Louis so we plan to take in all the glory of the children's museums, The Arch, the zoo, Ted Drewes, etc. as well as visiting some friends while we are in the area.

Dena Norris, Metropolitan Community College

The Brights will be visiting Yellowstone National Park with my dad. My dad has never been on vacation with us, only traveling out of state himself a couple times in his life. He didn't have the means to travel with us as kids and he's a bit of a homebody in his later years, so it will be a very special trip for me, my sisters, and my kids.

Sarah Bright, Jefferson College

First Missouri Hill Day was March 28



By Keri Gilbert, Senior Assistant Director, University of Missouri Columbia

Members of MASFAP took to The Hill on March 28th to advocate for our students and the programs we hold near-and-dear to our hearts. Just under 20 MASFAPians met with over 15 members of the Missouri Legislature to discuss financial aid funding and policy. While we had a list of positions on various bills, the big item we discussed was H.B.2408—The Bright Flight Promise Program. Almost each interaction with a legislator garnered support for our opposition of the bill. Many Representatives and Senators discussed their own use of grant aid to attend college and could see the potential negative impact on students—especially those with high need. The day was a success; we were able to share our views with those that represent us and spread the mission of MASFAP to those in the Capitol Building.



Please visit the blog post for more information MASFAP's positions at masfap.org/b.



MASFAP in Washington D.C.

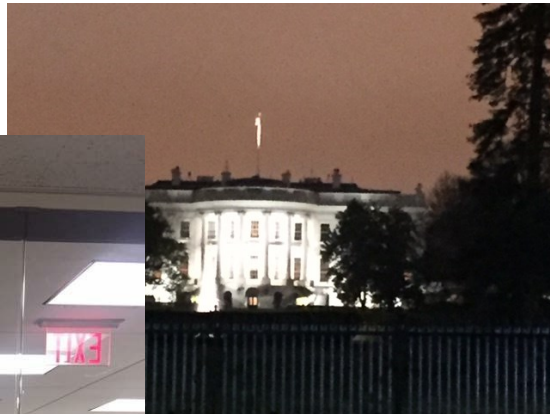


By Becca Diskin, Director of Financial Aid, Missouri Southern State University

MASFAP sent Samantha Matchefts, President-Elect and Becca Diskin, Treasurer-Elect, to Washington DC for the NASFAA Leadership and Legislative Conference in February to learn more about Association Governance. Kerry Hallahan also attended the conference to learn more about Enrollment Management.

We learned a lot more about our Board roles for this year, and networked with other financial aid administrators across the country to share information and learn from one another.

In addition, we met with Senator Roy Blunt, as well as staffers from Senator Claire McCaskill's office and Congressman Billy Long. This was a great experience to share our FA perspective with our representatives on the Hill. Our voices do matter!



FAFSA Frenzy Wrap Up and Looking Ahead

By Lisa Wilson, Outreach Services Coordinator, MDHE

The 2017-18 FAFSA Frenzy was the sixteenth consecutive year for Missouri to host FAFSA Frenzy events throughout the state. With FAFSA completion activities and events taking place at 154 locations this year, FAFSA Frenzy volunteers were able to assist a total of 2,940 students and families with the help they needed to complete the 2018-19 FAFSA. Of these FAFSA filers served, 71.4% indicated being a member of at least one target audience category, which includes low income, underrepresented populations in higher education, and first generation students.

A huge thank you to those dedicated volunteers who gave of their time and shared their talents to assist these families with this important step in applying for most federal, state and institutional aid.

MASFAP's generosity continues with the sponsorship of ten \$500 scholarships for the 2017-18 FAFSA Frenzy events. Students who attended one of the official FAFSA Frenzy events this academic year were eligible to enter a statewide drawing to receive one of the \$500 scholarships. To be eligible to receive the funds, the winning students must be enrolled in a fall 2018 postsecondary program in Missouri and provide enrollment verification. The scholarship drawing was conducted on March 20, 2018 where scholarship winners were drawn at random by MASFAP President Kerry Hallahan, MASFAP Early Awareness chair, Kayla Klein, and Kim Howe with the MDHE. The winners drawn had attended the following 2017-18 FAFSA Frenzy sites:

Monett High School, Monett MO
Hickman High School, Columbia MO
Fair Play High School, Fair Play MO
Belton High School, Belton MO
Francis Howell North High School, St. Charles MO
Calvary Lutheran High School, Jefferson City MO
Battle High School, Columbia MO
Van Horn High School, Independence MO
Van Horn High School, Independence MO
Columbia College, Columbia MO

Upon receipt of enrollment verification, MASFAP will disburse the funds to the Missouri postsecondary institution the student identified as their school of choice.

As the 2017-18 FAFSA Frenzy year comes to an end, plans are already underway for the 2018-19 FAFSA Frenzy! The Missouri Department of Higher Education has begun accepting site applications for the 2018-19 FAFSA Frenzy program. Have you registered?



Kayla Klein and Kerry Hallahan completing the FAFSA Frenzy scholarship drawings

FAFSA Frenzy Wrap Up and Looking Ahead, *Cont.*

If you would like to host FAFSA Frenzy between the dates of October 1, 2018 and January 31, 2019, register now at <https://surveys.mo.gov/index.php/325680>. Don't forget: the priority deadline for Access Missouri Financial Assistance Program is February 1, 2019. (Note: This year there is no designated statewide main event date.)

The MDHE will continue to accept registrations through **Friday, August 24, 2018.**

If you would like to volunteer for a FAFSA Frenzy site near you, the FAFSA Frenzy volunteer application will be available in early September, once the official site list has been finalized. Please watch for information regarding availability at the MDHE website and through MASAP communications.

If you have any questions regarding FAFSA Frenzy events in Missouri, please email us at JourneytoCollege@dhe.mo.gov. Additional information may be found on the MDHE's [FAFSA Frenzy Web page](#).



FAFSA Frenzy

**Register for Professional Development
events**

at:

www.masfap.org

Office Spotlight: Missouri Southern State University

Submitted by Anjana Paul, Commerce Bank



Missouri Southern State University recently conducted a “minigame” related to Customer Service, as part of their campus quality initiative based on the Great Game of Education (their higher ed version of the Great Game of Business by Jack Stack).

Their minigame was called “Don’t Lose Your Marbles” and was themed like a game show. Some of their staff dressed up like game show hosts on the first day of the minigame to kick it off. They spent two months asking students who came into the office to give

them a grade based on their level of Friendliness, Helpfulness, and Knowledge. They were pleasantly surprised that their students ranked them highly overall, and exceeded their benchmark goal, earning a B+ GPA!

In this process, optional comment cards were provided to students to complete. Much of the feedback provided was a shout-out to someone in the office for going above and beyond, or positive feedback that the financial aid office was providing useful information to students. These comment cards were posted throughout the office as a reminder that their students appreciate them, and that others value their commitment to helping them. Because of meeting their goals, the office could treat themselves to a pottery-painting night and an office night out to a local escape room. The internal team-building throughout this process was expressive, so they hope to develop other minigames down the road to encourage continuous improvement without their office operations.

Monitor Submission Policy

Articles may be submitted by any person, company or organization for consideration by the MASFAP Monitor staff and are subject to approval prior to publishing in the newsletter. In general, submissions are made by members of the organization. The author’s name should be included in the submission. The editor reserves the right to reject or edit the content of any article or information submitted.

Articles will be edited for accuracy, quality and appropriate length. Submissions may be limited to one article per Monitor, per person, company, or organization, depending on space.

Articles are intended to be informational and for the benefit of MASFAP members, not for company promotion or advertising.

If the author is unavailable or a resolution can’t be reached, the editor will refer it to the committee chairperson and President for a decision about publication.

The MASFAP Monitor is brought to you by the Communications Committee. **Submissions for the next MASFAP Monitor are due July 11, 2018.**

MAFAP Committee Updates



Susan Hartnagel and Dawn Hines—Professional Development

Professional Development is gearing up for our next event on Tuesday, April 17-Verification Training.

Gena Boling from the University of Missouri-Columbia will be presenting. A panel of fellow MAFAP members who work with verification (Kevin Foster-Avila University, Sharon Kavanaugh-State Fair Community College and Gena Boling) will be sharing their experiences in working with the process and tips/tools for those tricky situations. You can still register at www.masfap.org!

Also, don't forget to mark Wednesday, May 23 on your calendar for the MAFAP Town Hall event. This is a great opportunity to gather with your MAFAP colleagues to discuss the latest topics/trends in our industry. President Kerry Hallahan will be the moderator and feel free to bring any topics you would like to discuss.

Thanks to our presenters from earlier events this year: Dan Dick (Washington University), Matthew Kearney (Southeast Missouri State University), Kayla Klein (University of Missouri-Columbia). Keep watching your email for updates on future events!

Keri Gilbert and Will Shaffner—Legislative



We went to the Hill in Jefferson City and had some great conversations with legislators. We are now shifting focus to a visit to the Hill in D.C.

Kayla Klein—Early Awareness

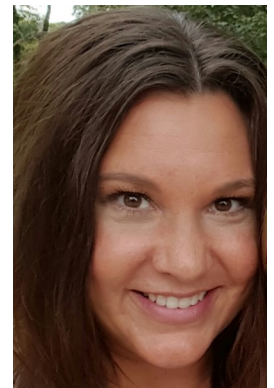
Early Awareness is working hard planning the high school counselor luncheons for the upcoming fall. An email went out to over 200 high school counselors letting them know about MAFAP Early

Awareness and what support we offer to high school counselors. We have had several responses and are excited to work with these schools in the future.



Laurel Miller—Awards

1. Has anyone in your office retired this year? If so, I want to know to ensure they are recognized for their years of service at this year's conference.
2. Please make sure your information is updated in the MAFAP Database. This is what drives the Years of Service Awards, we can only rely on the information you report, so please take a moment and review your information. Encourage your peers to do the same!
3. Do you have a great student success story? If so, please consider nominating that student when the Student Success Story Award Nominations are requested in June!



Melissa Findley —Communications

In addition to the newsletter, please check out the MAFAP Blog, called MAFAP Matters, at masfap.org/b . This year we have some great blogs—please join the blog!



Committee Reports

Continued on the Next Page



MASFAP Committee Updates



Crystal Bruntz—Site

MASFAP has signed the contract for our Fall 2019 Conference at the Lodge of Four Seasons so mark your calendar for November 10– 13 2019! And don't forget the Fall 2018 Conference November 5– 7 2018! We are in full swing of

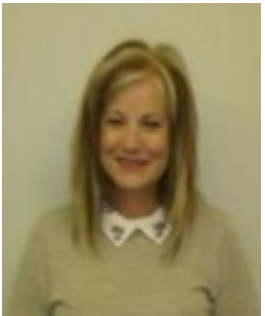
planning and my job is coordinating all efforts with the hotel!!



Adrienne O'Keefe — Archives

We are continuing to attend State Events to keep a record of them for the archives. If anyone attends any events around the state and happens to take pictures or get any materials

from the event please sent them to aokeefe@maryville.edu to add to the archives. We don't have any volunteers from the West side of Missouri so if anyone attends an event please send anything you might get my way. Thanks!



Ginny Burns—Corporate Support

MASFAP is looking for exhibitors for the upcoming Fall 2018 Conference at the Lodge. This is a great opportunity for outside companies and vendors to

display their products and services. This year our conference will focus on eliminating stress and putting "you" first. We would love to invite exhibitors that offer products and services that relate to our theme, however, we are excited to welcome products like Pampered Chef, jewelry or even clothing.

On another note, we are also looking for industry related service providers to exhibit. If you have any ideas or know someone that might like the opportunity to spend a few days as the lake with us, please reach out to our Corporate Support Chair, Ginny Burns at 636-733-3804 or Ginny.burns@mohela.com for more information.



Dena Norris—Budget and Finance

Would you or your institution like to pay conference registration fees online? The Budget & Finance Committee is exploring online payment options for MASFAP members to be able to make payment for

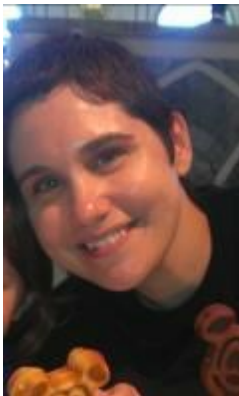
conference registration, membership fees, etc. online. We want your feedback on whether this is a service you would use, etc. so stay tuned, a survey will be coming to you soon!



Bridgette Betz — Technology

The Technology committee is currently working on normal updates to the website at this time. However, the committee will have the responsibility of being an audio/visual (AV) team during the conference for all technology needs, so we are

going to ramp up activities soon in preparation. If this interests you, please volunteer for the technology committee! We need you!



Sarah Bright —Newcomer

The Newcomer committee welcomed those members new to MASFAP in 2017 and 2018 that were not in attendance at the 2017 MASFAP conference. We also shared a blog geared at those new to financial aid.

Visit www.masfap.org/b
to view blogs and make
comments

Missouri College Access Network Kickoff Conversation



By Melissa Findley, Executive Director, Missouri Scholarship & Loan Foundation

The Missouri Department of Higher Education and the Missouri Scholarship & Loan Foundation are exploring the possibility of creating a statewide college access network. We have invited a few participants to a collaborative discussion on this topic, including MASFAP. This meeting will take place in June, and our hope is to combine forces and resources from across the state to improve the quality and quantity of support for Missouri students and families, particularly those from traditionally underrepresented groups.

Access to and success in postsecondary education remain critical issues for the future of Missouri. How this new network will work, key focus areas, and next steps will be considered by this group. The purpose of this initial meeting is for individuals from organizations focused on college access and success to come together to share, learn and collaborate. In addition, a consultant from the National College Access Network (NCAN) will help facilitate our discussion and share how other statewide networks work together.

We are excited about working together to help Missouri students and families, and we will provide an update to you with details from the meeting in the next MASFAP newsletter.

UPCOMING PROFESSIONAL DEVELOPMENT TRAINING EVENTS:

Verification Training

Tuesday, April 17
MOHELA Facility
555 Vandiver Drive
Columbia, MO
10 a.m.-3 p.m.

MASFAP Town Hall

Wednesday, May 23
MOHELA Facility
555 Vandiver Drive
Columbia, MO
10 a.m.-3 p.m.

Sign up for these events at masfap.org

2018 Executive Board / Committee Chairs



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**Serving Missouri since
1967**

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